

REPORT ON
TOURIST AIR TRAFFIC
NORTHWEST TERRITORIES
1969



TRAVELARCTIC
Division of Tourism
Department of Industry & Development
Government of the Northwest Territories

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REPORT ON
TOURIST AIR TRAFFIC
NORTHWEST TERRITORIES

1969

DEPARTMENT OF INDUSTRY AND DEVELOPMENT

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TRAVELARCTIC

Government of the Northwest Territories
Yellowknife, Northwest Territories

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The first purpose of this project was to obtain an estimate of the volume of scheduled and special charter tourist air activity as described. Secondly it was to obtain a measure of the tourist expenditure as a contribution to the measure of the total tourist expenditure in the N.W.T.

The B Section: Tourism air charter activity within the Northwest Territories is concerned with the use of charter aircraft within the N.W.T. for tourism activities only and excluding flights to or from lodges and outfitters as part of package deals, independently arranged air transportation to lodges and outfitters and side trips from lodges and outfitters. All air activity in connection with lodges and outfitters has been counted in a separate survey and reported in the Report on Lodges and Outfitters Operating in the N.W.T. Also excluded from this section of the report is the activity of large special charters that originate from points outside the N.W.T. These are reported in the first section of this report.

Included in this section, after consideration of the exclusions, is tourism air charter activity by individuals or groups that contract privately for flights for various tourism reasons, mainly fishing and hunting. These persons may be N.W.T. residents or tourist visitors and the approximate amount of activity by each is shown.

Main Findings

A. Number and Expenditures of Scheduled and Special Charter Air Tourists

<u>Year</u>	<u>Number of Tourists</u>	<u>Expenditures</u>
1969	1,730	\$780,000
1968	700	\$407,000
1967	500	\$177,000

B. Tourism Air Charter Activity Within the N.W.T.

These were from 2,000 to 2,500 passengers involved in independently chartered tourism flights within the N.W.T. and they took flights averaging 300 to 400 miles round trip.

Approximately 12% of these persons were N.W.T. residents and 88% residents of other areas.

A. SCHEDULED AND SPECIAL CHARTER
TOURIST AIR ACTIVITY

Methodology

The airlines with scheduled airline service from points outside the Northwest Territories to points within the N.W.T. were surveyed by mail and asked to provide information on:

- (a) the number of tourists entering the N.W.T. by each of scheduled flights and charter flights (not connected with lodges or outfitters);
- alternately (b) the number of passengers entering the N.W.T. by scheduled and chartered flights with an estimate of the percentage composed of 'tourists'.
- (c) the points of destination of the passengers.

The time period of interest is June 1st to September 30th, the period consistent with other tourism surveys and the N.W.T. tourism season for reporting purposes.

There are five scheduled airlines bringing visitors into the N.W.T.;

1. Pacific Western Airlines serving the Mackenzie District and the Arctic Islands from Edmonton;
2. Transair serving the Keewatin District from Churchill, Manitoba;
3. Nordair serving the Eastern Arctic from Montreal;
4. Great Northern Airways serving Inuvik and Sachs Harbour from the Yukon; and
5. Austin Airways Limited serving Cape Dorset on Baffin Island from Timmins, Ontario via Arctic Quebec.

In connection with the report on scheduled and special charter tourist air activity, a survey of scheduled air passengers was conducted.

The purpose of this survey was to determine:

1. the percentage of all scheduled airline passengers entering the N.W.T. who were tourists; and
2. some characteristics of the tourist trips.

The survey was carried out for two seven-day periods, one period in mid-August and the other in mid-September, at the Industrial Airport, Edmonton, Alberta. The passengers surveyed were those entering the

N.W.T. by way of Pacific Western Airlines' flights. For each seven day period there were thirteen (13) such flights, two daily from Monday to Saturday inclusive and one flight on Sunday. All flights were directly from Edmonton to a point in the N.W.T. so that there was no possibility of a passenger loss or gain between Edmonton and the N.W.T. Each person (or party) was interviewed, as he waited in the check-in line, to determine his reason for travel, pleasure, personal or business. All passengers were thus classed as tourists (pleasure and personal travel or mainly so) and non-tourists (business travel). From the P.W.A. counter personnel the number of passengers boarding each flight was determined and thus a percentage of all passengers that was classed as 'tourist' was calculated.

From P.W.A. records, the number of passengers entering the N.W.T. during each of the months of June, July, August and September was obtained and using the 'percentage tourist' figure, the total number of tourists was calculated.

It was intended to ascertain some characteristics of the tourist trips by placing a "travelog" diary with the tourist parties and having these returned to the Division of Tourism for analysis. The diary had a capacity for ten days of entries and spaces to record expenditures, accommodation used, activities, likes and dislikes.

However, a very small number (and percentage) of the issued diaries was returned so that an analysis was not possible.

<u>Number of</u> <u>Tourists</u> <u>Interviewed</u>	<u>Number of Diaries</u> <u>Placed (one diary</u> <u>per tourist party)</u>	<u>Number of</u> <u>Diaries</u> <u>Returned</u>
48	28	3

Transair provided a figure for the number of persons entering the N.W.T. by scheduled flights and the number of 'tourists' was estimated using a 'percentage tourist' figure deemed reasonable from the data found in the P.W.A. Edmonton airport survey.

Austin and Great Northern provided an estimate of the number of tourists entering the N.W.T. No data was available from Nordair. and a conservative estimate is made of the number of tourists entering the N.W.T. via this airline on scheduled flights.

Data on the number of tourists entering the N.W.T. by special (non-lodge) charter flights is available from P.W.A., Transair, Austin and Great Northern. An estimate is made for Nordair.

A summary of the methodology used to determine the scheduled and special charter flight entries to the N.W.T. by tourists is given below.

SUMMARY OF METHODOLOGY

Scheduled and Special Charter Flight Tourist Activity

<u>Airline</u>	<u>Scheduled Flights</u>	<u>Special Charter Flights</u>	<u>Method used to 'determine % tourist'</u>
P.W.A.	data available	data available	Edmonton airport survey
Transair	data available	approximate data available	estimate from data found in Edmonton airport survey
Austin	data available	data available	NOT applicable
Great Northern	approximate data available	approximate data available	NOT applicable
Nordair	estimate (no data)	estimate (no data)	estimate from data found in Edmonton airport survey

Survey Findings - Edmonton Airport

The data collected at the survey station is tabulated below.

	P	T	
<u>Month containing survey period</u>	<u>Number of Passengers passing through survey station</u>	<u>Number of 'tourists' passing through survey station</u>	<u>Percentage of Passengers that were tourists (T/P)</u>
August	895	39	4.4%
September	<u>600</u>	<u>9</u>	<u>1.5%</u>
Total	1495	48	-

The total number of tourists was calculated, using data provided by P.W.A., as shown below.

<u>Month</u>	<u>Number of Passengers</u>	<u>Percentage of Passengers that were tourists</u>	<u>Number of tourists</u>
June	2754	(6.0)	165
July	3014	(7.0)	211
August	3156	4.4	139
September	<u>2574</u>	<u>1.5</u>	<u>39</u>
Total	11498	-	554

For June and July the 'percentage of passengers who were tourists' has been conservatively estimated with reference to the distribution of tourist visitors over time as found in the Mackenzie Highway survey of tourists entering the N.W.T. by road. For the months of June and July highway traffic flows are considerably higher than the August or September flows and a conservative extrapolation from September and August yield the 'percentage tourist' figures for July and June.

FINDINGS

Number of Tourists Carried into the N.W.T.

<u>Airline</u>	<u>Scheduled Flights</u>	<u>Special Charter Flights</u>	<u>Totals</u>
P.W.A.	554	522	1076
Transair	47	200	247
Austin	10	25	35
Nordair	150	150	300
Great Northern	<u>73</u>	<u>none</u>	<u>73</u>
Totals	834	897	1731

- NOTES: 1. Number of Transair scheduled passengers 934
'percentage tourist' 5%
number of Transair tourists 47
2. The P.W.A. special charter flights included six flights from cities in Alberta and British Columbia to a number of N.W.T. communities.

Origin of Tourists

No data was collected on the origin of scheduled and special charter tourists. However, it is estimated that 60% (1038) were residents of the United States and 40% (629) were residents of Canada.

Expenditures of Air Tourist Visitors to the N.W.T.

An estimate is made of the total expenditure by scheduled and special charter air tourist visitors based on the number of tourists and the expenditure per person. The expenditure includes accommodation, food, transportation rentals, shopping and incidentals. The transportation is reckoned as the service provided entirely within the N.W.T. and a portion of the expenditure paid to the airline that transported the tourists into the N.W.T. from points outside the N.W.T.

The figure for the expenditure per person is estimated from the data of 1966 and 1968.

1966	-	\$350 found in P.W.A. survey
1968	-	\$580 used in 1968 Report
1969	-	\$450 assumed and used in calculations

Year	Expenditure - Total
1969	\$780,000
1968	\$407,000
1966	\$177,000

NOTE: Expenditure total = number of persons x expenditure per person.

For the purpose of obtaining a total expenditure figure for all tourists to the N.W.T. the figure given, \$780,000, may be considered the economic importance of the tourist air entries to the N.W.T. This figure is additive to expenditures by highway visitors, lodge and outfitter visitors and 'other' visitors to yield a total expenditure figure. This summation is shown in the Tourism Summary Report.

B. TOURISM AIR CHARTER ACTIVITY WITHIN
THE NORTHWEST TERRITORIES

Methodology

The air charter companies with operations in the N.W.T. in 1969 were surveyed by mail and asked to provide information on:

1. the number of passengers, passenger-miles or hours of tourist air activity that they had carried on during the tourist season June to September inclusive, 1969;
2. the percentage of the tourism clientel which was composed of N.W.T. residents and the percentage resident outside the N.W.T.

The 1969 status of N.W.T. air charter companies is as follows:

- | | |
|---|----|
| 1. Number of companies with N.W.T. operations | 15 |
| 2. Number of companies with non-lodge or outfitter operations | 11 |
| 3. Number of replies received and used in analysis | 7 |

The difference between lines 1 and 2 results from one company that carried no tourists and three companies with lodge or outfitter tourists only. The difference between columns 2 and 3 results from the non-receipt of replies from four companies.

All data used is extrapolated from the seven replies to represent the eleven companies with non-lodge or outfitter operations.

The data on which this section of the report is based, is limited, and the results must be regarded as approximate only, likely with a possible deviation of plus or minus twenty-five percent.

The limitation on accuracy is imposed by:

1. the need to extrapolate to account for non-reporting airlines;
2. the limited accuracy of reported data.

The companies replying had given information as complete as possible but much information is lacking. Some of the problems in record keeping by the companies are:

- (a) lack of distinction between tourism oriented and business oriented flights;

- (b) various forms of measurement of air activity: hours versus passengers versus passenger-miles;
- (c) lack of knowledge of the origins of passengers;
- (d) lack of a clear distinction between flights flown for lodges and outfitters and those flown for independent tourists;
- (e) lack of data for 1969 operations and in some cases, information for 1968 only was available.

Survey Findings

The data on tourist air charter activity was reported most consistently in the form of passenger-miles or in a form convertible to passenger-miles. Some companies reported the number of passenger-hours and the conversion was made to passenger-miles by assuming an average aircraft speed of 120 miles per hour.

$$\text{passenger-hours} \times \frac{\text{miles}}{\text{hour}} = \text{passenger-miles}$$

Only one company reported the number of passengers so that the basic calculation was carried out using the unit passenger-miles.

Activity as reported by 7 companies:

495,000 passenger-miles

Total air activity for all companies:

778,000 passenger-miles

The extrapolation is straightforward with no weighting for the size of companies.

$$495,000 \times \frac{11}{7} = 778,000$$

The straightforward extrapolation is valid and possibly conservative as the non-reporting companies were, on the average, as large and active (or more so) than the reporting companies.

The number of passenger-miles could have been composed of a number of combinations of number of passengers and mean trip length.

$$\begin{array}{ccccc} \text{total number of} & & \text{number of} & & \text{mean trip} \\ \text{passenger-miles} & = & \text{passengers} & \times & \text{length} \end{array}$$

To account for this considerable number of tourist 'passengers' (not persons) it is worthwhile estimating their means of entry to the N.W.T. or the types of traveller. Assuming 2000 'passengers' this classification is given below with a weighting given to N.W.T. residents as they are likely to have taken more trips per person than non-N.W.T. residents.

<u>Type of Traveller</u>	<u>Number of Passengers</u>	<u>Source of Data</u>
Mackenzie Highway Tourists	400	Mackenzie Highway Tourist Visitor Survey
Scheduled Airline Tourists	650	Estimate from this Report, Part A
N.W.T. Residents	500	Estimate from this Report, Part B
Business Travellers (road and air entry to N.W.T.)	<u>450</u>	Estimate (no data or source)
TOTAL	2000	

APPENDIX

Other Tourism Surveys & Reports

Besides this report there are other published reports of tourism activity in the Northwest Territories for 1969.

1. Report on Tourist Visitor Survey, Mackenzie Highway, Northwest Territories.
2. Report on Lodges and Outfitters Operating in the Northwest Territories.
3. Report on Miscellaneous Tourism Surveys, Northwest Territories.
4. Report on Hotels and Motels Operating in the Northwest Territories.
5. Tourism Summary Report.

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